

## ORDER



**Orders**  
**Order / Rev:** 703223 - 2  
**Alt Order #:** 06257001  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1519  
**Flight Dates:** 07/31/12 - 08/13/12  
**Original Date / Rev:** 07/27/12 / 08/06/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:** K Keuleman  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	46	\$119,000.00	\$101,150.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	46	\$119,000.00	\$101,150.00	0.00
<b>Totals</b>	<b>46</b>	<b>\$119,000.00</b>	<b>\$101,150.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	07/31/12	08/13/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	1:00	1	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
10 NEWS-11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--					1	\$4,000.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--					1	\$4,000.00		0.00			
2	WTSP	08/07/12	08/13/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
THE PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	MTWTF--					1	\$2,400.00		0.00			
3	WTSP	07/31/12	08/13/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	1:00	2	\$2,200.00	P-2	0.00	NM	4	\$8,800.00
10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--					2	\$2,200.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--					2	\$2,200.00		0.00			
4	WTSP	07/31/12	08/13/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWTF--	1:00	3	\$1,600.00	P-2	0.00	NM	8	\$12,800.00
COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--					3	\$1,600.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--					5	\$1,600.00		0.00			
5	WTSP	07/31/12	08/13/12	M-F 5-530p	CM	5-530p	MTWTF--	1:00	1	\$1,600.00	P-2	0.00	NM	3	\$4,800.00

Order / Rev: 703223 - 2  
Alt Order #: 06257001  
Flight Dates: 07/31/12 - 08/13/12

Advertiser: Obama/D/President  
Product Desc: OBAMA FOR AMERICA  
Estimate: 1519  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5-530p 10 News														
COMMENTS APPLY TO SUB LINES A THRU B														
10 NEWS-5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--				1	\$1,600.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--				2	\$1,600.00		0.00			
6	WTSP	07/31/12	08/13/12	M-F 530-6p	CM	530-6p		1	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
10 News at 530p														
10 NEWS-530P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--				1	\$1,600.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--				1	\$1,600.00		0.00			
7	WTSP	07/31/12	08/13/12	M-F 6-7a	CM	6-7a		1	\$800.00	P-2	0.00	NM	2	\$1,600.00
6-7a 10 News (6:00 AM-6:30 AM)														
10 NEWS-6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--				1	\$800.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--				1	\$800.00		0.00			
8	WTSP	07/31/12	08/13/12	M-F 6-7a	CM	6-7a		1	\$800.00	P-2	0.00	NM	2	\$1,600.00
6-7a 10 News (6:30 AM-7:00 AM)														
10 NEWS-6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--				1	\$800.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--				1	\$800.00		0.00			
9	WTSP	07/31/12	08/13/12	CBS This Morning	CM	7-9a		2	\$800.00	P-2	0.00	NM	6	\$4,800.00
CBS This Morning (7:00 AM-8:00 AM)														
COMMENTS APPLY TO SUB LINES A THRU B														
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--				2	\$800.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--				4	\$800.00		0.00			
10	WTSP	07/31/12	08/13/12	M-F 930-10a	CM	930-10a		3	\$560.00	P-2	0.00	NM	6	\$3,360.00
M-F 930-10a														
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--				3	\$560.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--				3	\$560.00		0.00			
11	WTSP	08/04/12	08/11/12	Sat 6-630p	CM	Sat 6-630p		1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
Sat 6-630p 10 News														
10 NEWS-NEWS AT 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$1,400.00		0.00			
Week:		08/06/12	08/12/12	-----S-				1	\$1,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	WTSP	08/06/12-08/12/12		Sat 6-630p		Sat 6-630p		-----Sa--	1:00	<del>(\$1,400.00)</del>	0.00	NM		
Credited														
[move to bucs pregame on 8/10]														
12	WTSP	08/11/12	08/11/12	Sat 7-730p	CM	7-730p		1	\$1,400.00	P-2	0.00	NM	0	\$0.00
Inside Edition														
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$1,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WTSP	08/06/12-08/12/12		Sat 7-730p		7-730p		-----Sa--	1:00	<del>(\$1,400.00)</del>	0.00	NM		
Credited														
[news airs instead due to pga running to 7p]														
13	WTSP	08/11/12	08/11/12	Sat 8-10a	CM	Sat 8-10a		1	\$640.00	P-2	0.00	NM	1	\$640.00
CBS This Morning Saturday														
CBS THIS MORNING - SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$640.00		0.00			
14	WTSP	08/04/12	08/11/12	Sat 9-10p	CM	Sat 9-10p		1	\$8,000.00	P-2	0.00	NM	2	\$16,000.00

**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat Prime B											
				Sat Prime B											
CRIMETIME SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	-----S-			1			\$8,000.00			0.00		
Week:		08/06/12	08/12/12	-----S-			1			\$8,000.00			0.00		
15	WTSP	08/05/12	08/12/12	Sun 630-7p	CM	Sun 630-7p	-----S	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
				Sun 630-7p 10 News											
10 NEWS-SU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	-----S			1			\$1,400.00			0.00		
Week:		08/06/12	08/12/12	-----S			1			\$1,400.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WTSP	08/06/12-08/12/12		Sun 630-7p			Sun 630-7p	-----Su	1:00	<del>(\$1,400.00)</del>	0.00	NM			
				Credited											
				[mg line 19]											
16	WTSP	08/02/12	08/09/12	Thu Prime C	CM	Thu 10-11p	---T---	1:00	1	\$22,000.00	P-2	0.00	NM	2	\$44,000.00
				Person of Interest											
THE MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	---T---			1			\$22,000.00			0.00		
Week:		08/06/12	08/12/12	---T---			1			\$22,000.00			0.00		
17	WTSP	08/10/12	08/10/12	Bucs Pre-Game	CM	Bucs Pre-Game	----F--	1:00	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
				Bucs Pre-Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	----F--			1			\$1,400.00			0.00		
18	WTSP	08/11/12	08/11/12	Sat 7-730p	CM	Sa 7-730p	-----S-	1:00	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				Sat 7-730p 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	-----S-			1			\$1,400.00			0.00		
E 19	WTSP	08/10/12	08/10/12	Bucs Primetime Game	CM	10-11P	----F--	1:00	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
				Bucs Post Game	(10:00 PM-10:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	----F--			1			\$1,400.00			0.00		
													Totals	46	\$119,000.00